

Order / Rev: 706477
 Alt Order #: 06277573
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1561

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/21/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$800.00		0.00						
E 4	WKYC	09/21/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$1,400.00		0.00						
E 5	WKYC	09/21/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$1,800.00		0.00						
E 6	WKYC	09/21/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$800.00		0.00						
E 7	WKYC	09/24/12	09/24/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,200.00		0.00						
E 8	WKYC	09/24/12	09/24/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$650.00	P-5	0.00	NM	1	\$650.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$650.00		0.00						
E 9	WKYC	09/24/12	09/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$2,500.00		0.00						
E 10	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,800.00		0.00						
E 11	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,800.00		0.00						
E 12	WKYC	09/24/12	09/24/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$1,800.00		0.00						
E 13	WKYC	09/22/12	09/22/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$2,500.00		0.00						
E 14	WKYC	09/22/12	09/22/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----S-	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$4,000.00		0.00						
E 15	WKYC	09/22/12	09/22/12		CM	7a-9a	-----S-	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SAT TDY NBC Today Show (Sa)															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,800.00		0.00			
E 16	WKYC	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,800.00		0.00			
E 17	WKYC	09/20/12	09/20/12	M-F 10-11a M-F 10-11a	CM	10a-11a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$800.00		0.00			
E 18	WKYC	09/20/12	09/20/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	:30	1	\$650.00	P-5	0.00	NM	1	\$650.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$650.00		0.00			
E 19	WKYC	09/20/12	09/20/12	Early Today Early Today	CM	4a-430a (4:00 AM-4:30 AM)	---T---	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$100.00		0.00			
E 20	WKYC	09/20/12	09/20/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$2,500.00		0.00			
E 21	WKYC	09/20/12	09/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$2,500.00		0.00			
E 22	WKYC	09/20/12	09/20/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$1,800.00		0.00			
E 23	WKYC	09/20/12	09/20/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$800.00		0.00			
E 24	WKYC	09/18/12	09/18/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$1,200.00		0.00			
E 25	WKYC	09/18/12	09/18/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	-T-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$450.00		0.00			
E 26	WKYC	09/18/12	09/18/12	Early Today Early Today	CM	4a-430a (4:00 AM-4:30 AM)	-T-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$100.00		0.00			
E 27	WKYC	09/18/12	09/18/12		CM	5a-6a	-T-----	:30	1	\$850.00	P-5	0.00	NM	1	\$850.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6a Channel 3 News @ 5AM											
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$850.00		0.00			
E 28	WKYC	09/18/12	09/18/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$1,400.00		0.00			
E 29	WKYC	09/18/12	09/18/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				CH 3 NWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$2,500.00		0.00			
E 30	WKYC	09/18/12	09/18/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$1,800.00		0.00			
E 31	WKYC	09/18/12	09/18/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$800.00		0.00			
E 32	WKYC	09/19/12	09/19/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,200.00		0.00			
E 33	WKYC	09/19/12	09/19/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				TODAY SHW3-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$800.00		0.00			
E 34	WKYC	09/19/12	09/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				ELLEN<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$800.00		0.00			
E 35	WKYC	09/19/12	09/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,400.00		0.00			
E 36	WKYC	09/19/12	09/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
				CH3 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,800.00		0.00			
E 37	WKYC	09/19/12	09/19/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,800.00		0.00			
E 38	WKYC	09/19/12	09/19/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,800.00		0.00			
													Totals	38	\$54,150.00